

**Abstract**

Parties involved in transacting business in an E-marketplace (E-marketplace participants) each identify and submit to the E-marketplace relevant characteristics related to their privacy policy needs. When it is determined that two or more participants are collaborating in a transaction (e.g., a supplier and a shipper; two suppliers; three buyers), the privacy policies of the collaborative group are aggregated to produce a single policy that represents the primary policies of the collaborative transaction being presented by the collaborative group.